

Next, we'd like to ask you some questions about gambling. Below are two contrasting opinions that could be used to describe a person's position. Thinking about gambling, which of these opinions do you side with? Please choose a dot closer towards the phrase that you believe best describes your position. The closer the dot is to the phrase, the more you believe it describes your position.



	Canada	GENDER		AGE			REGION					VOTE IN 2025 FEDERAL ELECTION			ANNUAL HOUSEHOLD INCOME			RELIGION		Atheist / Agnostic / None	
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	<\$50k	\$50k-100k	\$100k+	Christian		Other
1 - Gambling is morally acceptable	19%	21%	16%	19%	20%	19%	24%	12%	27%	20%	16%	18%	21%	18%	14%	24%	19%	17%	15%	17%	26%
2	39%	40%	38%	35%	40%	41%	31%	36%	39%	37%	39%	52%	37%	41%	53%	34%	41%	40%	36%	34%	44%
3	25%	24%	28%	27%	23%	26%	29%	34%	24%	27%	23%	15%	26%	27%	15%	22%	26%	26%	29%	28%	19%
4 - Gambling is morally wrong	17%	16%	19%	19%	17%	15%	16%	18%	11%	16%	21%	15%	15%	14%	18%	20%	15%	17%	20%	21%	11%
1 - Gambling should be legal	23%	29%	18%	20%	25%	24%	30%	19%	17%	26%	19%	26%	24%	29%	13%	26%	22%	23%	22%	16%	27%
2	37%	33%	40%	38%	38%	37%	28%	37%	39%	39%	41%	39%	38%	37%	47%	33%	41%	38%	38%	34%	38%
3	24%	24%	24%	27%	20%	24%	28%	21%	28%	22%	23%	24%	23%	19%	29%	22%	25%	23%	24%	29%	22%
4 - Gambling should be illegal	16%	14%	18%	16%	17%	15%	15%	24%	15%	14%	17%	11%	15%	16%	11%	20%	13%	16%	16%	22%	13%
1 - Gambling is beneficial to society	7%	8%	7%	7%	8%	7%	6%	8%	9%	9%	7%	3%	6%	8%	6%	9%	6%	8%	6%	12%	8%
2	27%	27%	28%	29%	28%	26%	25%	25%	15%	32%	29%	30%	26%	32%	26%	26%	28%	28%	27%	29%	27%
3	37%	37%	35%	36%	35%	39%	39%	33%	47%	31%	36%	40%	40%	35%	45%	36%	38%	35%	37%	29%	39%
4 - Gambling is detrimental to society	29%	28%	30%	28%	29%	29%	30%	34%	29%	27%	28%	26%	29%	26%	23%	29%	28%	29%	30%	30%	26%
1 - Gambling is bad for sports	28%	28%	28%	29%	27%	29%	30%	29%	35%	25%	29%	28%	29%	24%	24%	29%	29%	26%	28%	31%	28%
2	28%	28%	29%	24%	26%	34%	29%	29%	28%	30%	29%	20%	28%	30%	28%	29%	25%	30%	29%	28%	28%
3	33%	33%	33%	36%	36%	27%	32%	30%	29%	33%	34%	39%	32%	34%	42%	30%	36%	33%	33%	34%	32%
4 - Gambling is good for sports	11%	11%	10%	11%	11%	10%	9%	12%	8%	12%	9%	13%	11%	12%	7%	11%	10%	11%	10%	8%	12%

Over the past year, have you done any of the following activities?



	Canada	GENDER		AGE			REGION						VOTE IN 2025 FEDERAL ELECTION			ANNUAL HOUSEHOLD INCOME			RELIGION		
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	<\$50k	\$50k-100k	\$100k+	Christian	Other	Atheist / Agnostic / None
Bought a lottery ticket	54%	58%	52%	38%	56%	69%	64%	45%	55%	61%	46%	50%	61%	62%	50%	47%	55%	63%	61%	46%	48%
Bought a Scratch & Win ticket	38%	38%	40%	31%	44%	42%	42%	35%	35%	40%	33%	48%	37%	51%	34%	37%	38%	42%	43%	33%	34%
Attended a casino	24%	30%	19%	27%	24%	22%	29%	26%	27%	24%	22%	18%	27%	32%	25%	17%	29%	28%	24%	34%	21%
Played poker (or other card games) online	14%	19%	10%	18%	19%	7%	13%	4%	8%	20%	17%	11%	16%	14%	21%	9%	15%	21%	12%	23%	14%
Placed a bet on a sporting event (with a friend or relative)	12%	18%	7%	20%	12%	6%	13%	14%	11%	14%	9%	15%	12%	14%	20%	8%	14%	15%	13%	19%	9%
Placed a bet on a sporting event (through a licensed operator, such as DraftKings, Betway or FanDuel)	10%	16%	5%	18%	10%	4%	6%	9%	10%	16%	9%	8%	12%	11%	11%	5%	14%	12%	10%	10%	11%
Placed a bet on a sporting event (through your provincial lottery corporation)	9%	14%	5%	12%	10%	7%	10%	4%	7%	12%	10%	8%	11%	11%	11%	6%	11%	13%	11%	12%	7%
Bought or sold shares in a prediction market platform, such as Polymarket or Kalshi.	1%	2%	1%	2%	2%	0%	1%	0%	3%	1%	1%	3%	1%	1%	3%	1%	1%	2%	2%	1%	0%
None of these	25%	17%	31%	28%	24%	22%	20%	37%	31%	20%	26%	23%	21%	18%	24%	33%	21%	20%	19%	25%	34%

To those who bought a lottery ticket in the past year - Which of these statements comes closest to your own point of view on buying a lottery ticket?



	Canada	GENDER		AGE			REGION					VOTE IN 2025 FEDERAL ELECTION			ANNUAL HOUSEHOLD INCOME			RELIGION			
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	<\$50k	\$50k-100k	\$100k+	Christian	Other	Atheist / Agnostic / None
I don't expect to win any prize	49%	48%	49%	45%	54%	47%	57%	54%	55%	47%	34%	59%	45%	51%	45%	55%	45%	50%	48%	45%	51%
I expect to win a big prize	20%	24%	17%	27%	21%	17%	15%	23%	29%	19%	24%	21%	19%	23%	21%	25%	14%	21%	24%	17%	
I expect to win a small prize	31%	28%	34%	28%	25%	37%	28%	23%	16%	34%	42%	27%	34%	30%	32%	25%	30%	36%	31%	31%	31%

As you may know, single-game sports betting is legal throughout Canada. From what you have seen, heard, read or experienced, do you think each of the following issues associated with sports betting is a problem or not a problem?



	Canada	GENDER		AGE			REGION					VOTE IN 2025 FEDERAL ELECTION			ANNUAL HOUSEHOLD INCOME			RELIGION			
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	<\$50k	\$50k-100k	\$100k+	Christian	Other	Atheist / Agnostic / None
Harassment and abuse of athletes and coaches																					
Definitely a problem	26%	24%	26%	33%	26%	19%	14%	26%	34%	26%	27%	28%	30%	22%	25%	28%	26%	25%	25%	29%	25%
Probably a problem	32%	33%	31%	36%	27%	31%	33%	31%	28%	33%	34%	26%	34%	29%	34%	29%	33%	31%	32%	37%	29%
Probably not a problem	18%	23%	14%	12%	22%	21%	25%	18%	17%	16%	19%	15%	17%	24%	23%	16%	18%	23%	19%	18%	18%
Definitely not a problem	5%	7%	4%	4%	6%	6%	5%	7%	3%	6%	6%	6%	5%	7%	2%	4%	5%	7%	5%	6%	5%
Not sure	19%	13%	25%	16%	19%	22%	23%	19%	18%	19%	14%	26%	14%	17%	17%	23%	18%	13%	19%	10%	23%
Normalization of gambling as a way to enjoy sporting events																					
Definitely a problem	24%	24%	24%	31%	22%	21%	20%	26%	36%	23%	23%	29%	21%	25%	24%	26%	24%	24%	28%	24%	24%
Probably a problem	31%	34%	28%	28%	30%	34%	38%	25%	30%	30%	29%	30%	32%	32%	34%	30%	28%	35%	32%	32%	28%
Probably not a problem	24%	27%	22%	20%	27%	25%	24%	28%	16%	23%	29%	20%	24%	25%	28%	22%	27%	24%	25%	26%	21%
Definitely not a problem	7%	8%	6%	9%	7%	6%	3%	3%	6%	10%	7%	10%	6%	10%	4%	8%	6%	8%	7%	5%	8%
Not sure	14%	8%	20%	13%	15%	15%	14%	18%	12%	13%	13%	17%	8%	12%	9%	16%	13%	8%	12%	9%	18%
Normalization of gambling among children and teens																					
Definitely a problem	46%	46%	46%	47%	41%	51%	51%	46%	48%	42%	48%	46%	51%	43%	46%	47%	47%	46%	47%	47%	46%
Probably a problem	26%	29%	24%	26%	27%	25%	24%	29%	22%	30%	24%	23%	27%	27%	33%	24%	29%	25%	26%	29%	25%
Probably not a problem	12%	14%	11%	13%	14%	10%	9%	15%	13%	12%	15%	7%	10%	18%	9%	10%	12%	15%	13%	15%	9%
Definitely not a problem	4%	4%	4%	4%	5%	3%	4%	0%	5%	5%	3%	6%	4%	4%	3%	5%	3%	4%	3%	5%	4%
Not sure	12%	8%	16%	10%	13%	12%	12%	10%	12%	11%	10%	18%	7%	8%	9%	15%	10%	9%	11%	5%	16%
Amount of ads for betting websites on televised sporting events																					
Definitely a problem	34%	32%	34%	34%	31%	37%	32%	40%	43%	35%	32%	24%	40%	30%	28%	32%	34%	37%	32%	36%	36%
Probably a problem	30%	35%	26%	30%	29%	31%	37%	26%	27%	27%	32%	29%	32%	33%	35%	30%	31%	29%	32%	26%	28%
Probably not a problem	19%	20%	19%	19%	23%	16%	18%	17%	14%	21%	20%	22%	17%	21%	29%	18%	21%	20%	20%	20%	18%
Definitely not a problem	5%	6%	4%	6%	5%	4%	3%	3%	7%	5%	6%	6%	3%	6%	1%	4%	4%	8%	4%	11%	5%
Not sure	12%	7%	17%	11%	13%	12%	11%	14%	9%	11%	10%	20%	7%	10%	7%	15%	11%	6%	12%	6%	14%
Increased risk of gambling addiction for bettors																					
Definitely a problem	45%	41%	48%	47%	38%	49%	51%	49%	58%	41%	43%	37%	53%	37%	46%	49%	44%	44%	44%	50%	45%
Probably a problem	31%	35%	27%	27%	33%	32%	26%	28%	23%	34%	33%	33%	32%	38%	29%	25%	34%	33%	32%	23%	31%
Probably not a problem	11%	13%	10%	13%	14%	7%	10%	12%	10%	11%	12%	11%	9%	14%	18%	10%	10%	15%	11%	16%	10%
Definitely not a problem	3%	4%	1%	3%	3%	2%	3%	0%	3%	3%	4%	3%	1%	2%	0%	3%	3%	3%	3%	2%	3%
Not sure	10%	6%	14%	10%	12%	10%	10%	11%	7%	11%	8%	17%	5%	9%	7%	14%	9%	6%	10%	9%	11%

All things considered, do you agree or disagree with each of the following statements?



	Canada	GENDER		AGE			REGION					VOTE IN 2025 FEDERAL ELECTION			ANNUAL HOUSEHOLD INCOME			RELIGION			
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	<\$50k	\$50k-100k	\$100k+	Christian	Other	Atheist / Agnostic / None
<i>It is the right of the individual to gamble, regardless of the consequences</i>																					
Strongly agree	22%	24%	20%	22%	26%	19%	24%	24%	24%	21%	21%	20%	22%	28%	20%	25%	22%	21%	23%	23%	21%
Moderately agree	43%	44%	41%	41%	38%	49%	44%	35%	48%	48%	39%	38%	49%	45%	37%	37%	46%	45%	44%	36%	43%
Moderately disagree	17%	18%	16%	19%	19%	13%	13%	20%	17%	15%	18%	22%	14%	16%	28%	16%	16%	19%	15%	23%	17%
Strongly disagree	9%	8%	11%	9%	8%	10%	10%	11%	7%	8%	11%	7%	9%	5%	9%	7%	9%	10%	9%	14%	8%
Not sure	9%	7%	12%	9%	9%	9%	9%	11%	4%	8%	9%	14%	5%	6%	6%	15%	7%	4%	9%	4%	11%
<i>The government should do more to deal with the negative effects of gambling</i>																					
Strongly agree	30%	30%	31%	28%	29%	33%	28%	30%	31%	28%	34%	25%	34%	23%	31%	31%	29%	31%	31%	39%	25%
Moderately agree	39%	41%	36%	43%	37%	38%	42%	32%	47%	40%	35%	42%	44%	42%	43%	33%	43%	43%	38%	35%	42%
Moderately disagree	14%	15%	13%	12%	16%	14%	12%	16%	9%	15%	14%	14%	12%	19%	7%	11%	14%	16%	14%	15%	13%
Strongly disagree	6%	7%	5%	8%	8%	3%	3%	7%	6%	8%	5%	7%	3%	7%	10%	8%	5%	5%	5%	6%	7%
Not sure	11%	8%	15%	10%	11%	13%	14%	15%	8%	8%	12%	13%	8%	9%	8%	16%	10%	5%	12%	5%	13%
<i>People will continue to find ways to gamble even if it was made illegal</i>																					
Strongly agree	47%	45%	47%	42%	45%	52%	48%	44%	57%	47%	39%	52%	49%	52%	48%	49%	46%	45%	46%	37%	51%
Moderately agree	35%	35%	36%	36%	36%	34%	36%	37%	30%	36%	39%	28%	36%	34%	38%	28%	38%	39%	35%	44%	32%
Moderately disagree	9%	11%	7%	12%	8%	7%	10%	9%	5%	10%	9%	10%	8%	8%	9%	10%	9%	9%	9%	14%	7%
Strongly disagree	2%	4%	1%	2%	4%	2%	0%	1%	3%	3%	3%	2%	2%	2%	1%	2%	2%	3%	3%	2%	2%
Not sure	7%	5%	9%	8%	7%	6%	6%	10%	5%	5%	9%	8%	5%	3%	5%	11%	5%	3%	7%	3%	8%